

KC BizCare – Business Customer Service Center

DATE: January 28, 2012

TO: Richard Usher, Assistant City Manager

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – December, 2012

The purpose of attending resource partner events is to tell people about the services we offer and help them connect with other city offices. Invariably, the act of going out into the community helps us discover previously untapped sources of information and new resource partners.

On December 14, we staffed a booth at the annual Downtown Council Luncheon held at Bartle Hall. One visitor to our table was Mark Simcosky, an agent with Metzler Brothers Insurance Agency. We discussed the challenges that small business owners face in obtaining coverage. Mark gave us a document he developed titled, "Key Factors to Obtain a Business Insurance Quote."

The Simcosky guide offers practical advice encouraging business owners to list intangible assets like their skills and experience in their field and the physical characteristics of their office or facility. We thanked Mark for sharing this useful information which we can pass along to our customers.

We attended the monthly networking breakfast hosted by the Small Business Administration, visited the offices of the Hispanic Chamber of Commerce, participated in a seminar sponsored by the Alliance for Economic Inclusion, visited the Prototype Studio at Hallmark, and attended a 1 Million Cups presentation at Kauffman Foundation.

Examples of direct service included:

- Met with two home-based artists who plan to purchase and renovate a commercial building for a live/work studio. Since the project will require applications to multiple departments we suggested they schedule a predevelopment meeting coordinated by the City Planning and Development Department.
- Received a phone call from an out of state general contractor who was awarded a job in KCMO.
 The contractor needed help locating qualified local subcontractors so we directed him to the
 online listing of licensed KCMO contractors located on the CPD Contractor Licensing Branch
 web page.

 Referred an individual who wants to re-open a dormant restaurant in Midtown to a local business association for help in finding a qualified architect and local contractors, as well as assistance with networking.

Finally, we would like to congratulate John Couture, owner of Bier Station, 120 East Gregory, on the grand opening of his new specialty tavern just in time for the New Year's festivities (see photo below).

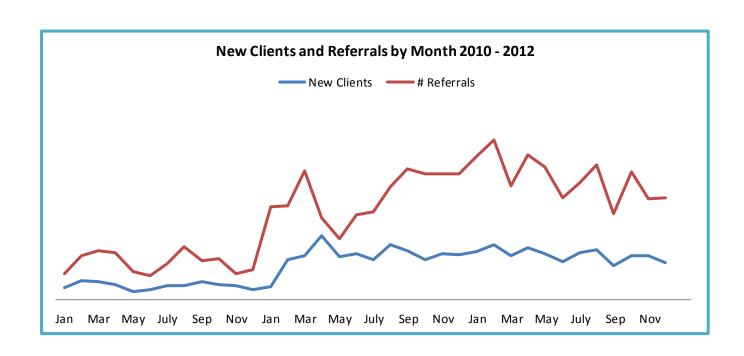


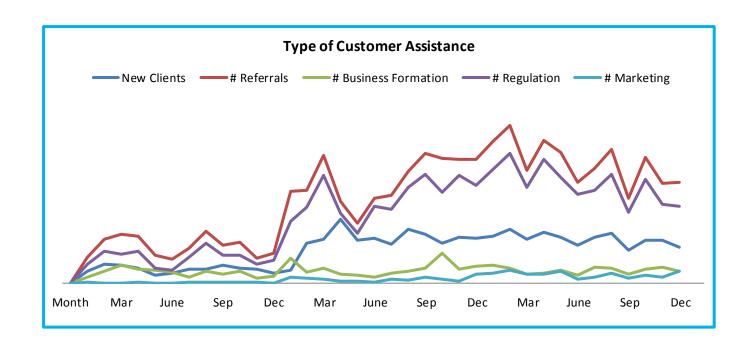
Referrals to City, State, Federal Departments & Resource	Partners - December 2012	# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Earnings Tax	Regulatory	2
Finance - Business Licensing	Regulatory	82
Health - Food Protection	Regulatory	3
Human Relations - M/WBE	Business Formation	3
Neighborhood & Community Services - Animal Control	Regulatory	1
Neighborhood & Community Services - Dangerous Buildings	Regulatory	1
Planning & Development - Building Codes	Regulatory	5
Planning & Development - Development Assistance Team	Regulatory	1
Planning & Development - Development Management	Regulatory	2
Planning & Development - Home-based Business, IB # 117	Regulatory	31
Planning & Development - Land Trust	Regulatory	1
Planning & Development - Permits Division	Regulatory	9
Planning & Development - Zoning Clearance	Regulatory	103
Public Works - Streets and Traffic	Regulatory	1
State Departments		
Missouri Dept of Health - Child Care Services	Regulatory	1
Missouri Dept of Health - Home Healthcare Services	Regulatory	1
Missouri Dept of Revenue	Regulatory	7
Missouri Secretary of State	Regulatory	18
Missouri State Stautes	Regulatory	1
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	12
US Copyright Office	Business Formation	3
Resource Partners		
Economic Development Corporation of KCMO	Business Formation	1
Enterprise Center of Johnson County	Business Formation	1
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	14
Farm to Table Kitchen - City Market	Business Formation	1
Francis Child Care Institute, Penn Valley	Business Formation	1
H&R Block Business and Career Center, Central Library	Business Formation	1
Greater Kansas City Chamber of Commerce	Business Formation/Marketing	1
Hispanic Economic Development Corporation	Business Formation	2
Innovation Café	Business Formation/Marketing	1
Internet Webpage	Business Formation	6
Justine Petersen Micro-lending Program	Business Formation	10
Kansas City Volunteer Lawyers & Accountants for the Arts	Business Formation/Marketing	1
Kansas Secretary of State	Regulatory	1
Kauffman Foundation	Business Formation/Marketing	2
KC ArtistLink	Business Formation	1
KCSourceLink	Business Form/Marketing	12
Legal Aid of Western Missouri	Business Formation	1
Main Cor	Business Formation/Marketing	2

Referrals to City, State, Federal Departments & Resour	ce Partners - Dec 2012, continued	# of
Mid-America Minority Business Development Council	Business Formation/Marketing	1
Mid-West Center for Nonprofit Leadership	Business Formation	1
Northeast Kansas City Chamber of Commerce	Business Formation/Marketing	1
Northland Regional Chamber of Commerce	Business Formation/Marketing	2
Office Port	Business Formation/Marketing	1
Platte City Area Chamber of Commerce	Business Formation/Marketing	1
SCORE of Kansas City	Business Formation	1
Smithville Area Chamber of Commerce	Business Formation/Marketing	1
South Kansas City Chamber of Commerce	Business Formation/Marketing	1
Southtown Brookside Waldo Council	Business Formation/Marketing	1
The Freelance Exchange of Kansas City	Business Formation/Marketing	1
Think Big Partners	Business Formation/Marketing	1
Thinking Bigger Guide	Business Formation/Marketing	10
West Bottoms Business District	Business Formation/Marketing	1
Westport Community Improvement District	Business Formation/Marketing	2
Wiki KC	Business Formation/Marketing	1
Total Referrals:		374

Networking Contacts	ecember 2012
Entity	Date
Small Business Administration	12/4/2012
Kauffman Foundation - One Million Cups	12/5/2012
Hispanic Chamber of Commerce	12/6/2012
Prototype Studio of Hallmark Cards	12/10/2012
Alliance for Economic Inclusion - Kauffman	12/12/2012
Small Business Monthly Magazine	12/13/2012
Downtown Council of Kansas City	12/14/2012

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
October	160	65	40.6%	52	32.5%
November	160	45	28.1%	41	25.6%
December	134	52	38.8%	31	23.1%
	2833	1015	35.8%	908	32.1%





Active Clients Jan 2011 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients Jan 2012 - Dec 2012	3156	3357	3518	3707	3876	4016	4188	4370	4493	4653	4813	4947
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of referrals	524	586	419	531	486	374	427	496	314	468	371	374
Number assisted with business formation	66	57	33	38	49	29	60	56	33	53	58	46
Number assisted with regulatory/licensing	421	483	354	459	394	329	346	402	263	386	292	284
Number assisted with marketing	37	47	32	34	43	16	21	38	18	29	21	44
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	N/A											
Number of networking events	4	20	18	8	11	16	7	11	7	8	14	7
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Of the 2080 businesses and individuals served in 201	1, we record	ed NAICS co	odes for 2001.
This is how the data breaks out by industry/business	activity:		
2011 Business Customers by NAICS Code			
Primary business activity:	#	%	
Agriculture, forestry, fishing	3	0.1%	
Mining	2	0.1%	
Utilities	2	0.1%	
Construction and trades	241	12.0%	
Manufacturing	78	3.9%	
Wholesale trade	60	3.0%	
Motor vehicle parts & dealers	121	6.0%	
Retail trade/including electronic shopping	330	16.5%	
Transportation/warehousing	56	2.8%	
Information/communication	27	1.3%	
Finance/insurance	38	1.9%	
Real estate/ rental leasing	54	2.7%	
Professional/scientific/technical services	169	8.4%	
Administrative support / waste management service	es 210	10.5%	
Educational services	20	1.0%	
Healthcare and social assistance	70	3.5%	
Arts, entertainment, or recreation	79	3.9%	
Accomodations or food service	167	8.3%	
Other services, including repair and personal service	s 254	12.7%	
Religious, grant making, civic organizations	20	1.0%	
Total:	2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

